

What Dealers are Saying!

"Great Program. The launch meeting had excellent dealer to dealer interaction. The Employee Satisfaction Survey is a great eye-opener. I strongly recommend dealer certification program to all dealers."

Chris Hodges, Brothers Boats
Sacramento, CA

"The Grow Boating Initiative is a fantastic program needed by our industry. Creating standards and quality will go a long way to improving our industry."

Mike & Carmine Galati, Galati Yacht Sales
Anna Maria, FL

"The employee evaluation (itself) was worth the trip. ... The process mapping will help all dealers understand the ins and outs and potential "problems" of how they operate"

Chuck Guthrie, Lynnhaven Marine
Virginia Beach, VA

"I was extremely impressed with the dealer certification workshop. It looks like we're finally on the road to an industry certification program. This is what our industry needs. I hope everyone embraces certification as much as I have."

Dennis Drummond, Drummond Marine
Holland, MI

"This is going to change our industry forever."

Ed Lofgren, 3A Marine Service, Inc.
Hingham, MA

"Dealer Certification will give me the tools and support to take my dealership to a higher level of professionalism to meet customer and employee expectations."

Tom Gray, Boatland
San Diego, CA



Marine Industry Dealer Certification

A Program Developed By Dealers for Dealers





Why Get Certified?

- Certification provides your dealership with a *competitive advantage*.
- Certification tells customers that you are committed to providing a positive experience to *every customer, every time*.
- Certification leads to more *efficient and effective processes* in all departments.
- Certification leads to *increased customer and employees satisfaction*.
- Certification leads to *increased sales and profits*.

Cost

The Marine Industry Dealership Certification program has a total dealer cost of \$3,995.00 for all functions provided.

SPECIAL INTRODUCTORY PROGRAM FEES: \$2,495.00

All program fees are payable in advance according to the following schedule:

Certification Launch Workshop	\$ 500.00
Certification Visitation Process	\$1,500.00
Notification & Receipt of Promo Materials	<u>\$ 495.00</u>
Introductory Total	\$2,495.00

For more information or to enroll, call (312) 946-6292.

Footprint

The Marine Industry Dealership Certification requirements are based on what customers want in a marine dealership experience:

- To work with knowledgeable and competent employees (Employee and Training)
- A clean and pleasant environment to shop in (Facility)
- A friendly, hassle-free sales and service experience (Sales and Service Process)
- An opportunity to provide feedback on their experience and resolve issues, if necessary (Customer Follow-up Process)

The following “footprint” summarizes the requirements for Marine Industry Dealership Certification.



Contact Information

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